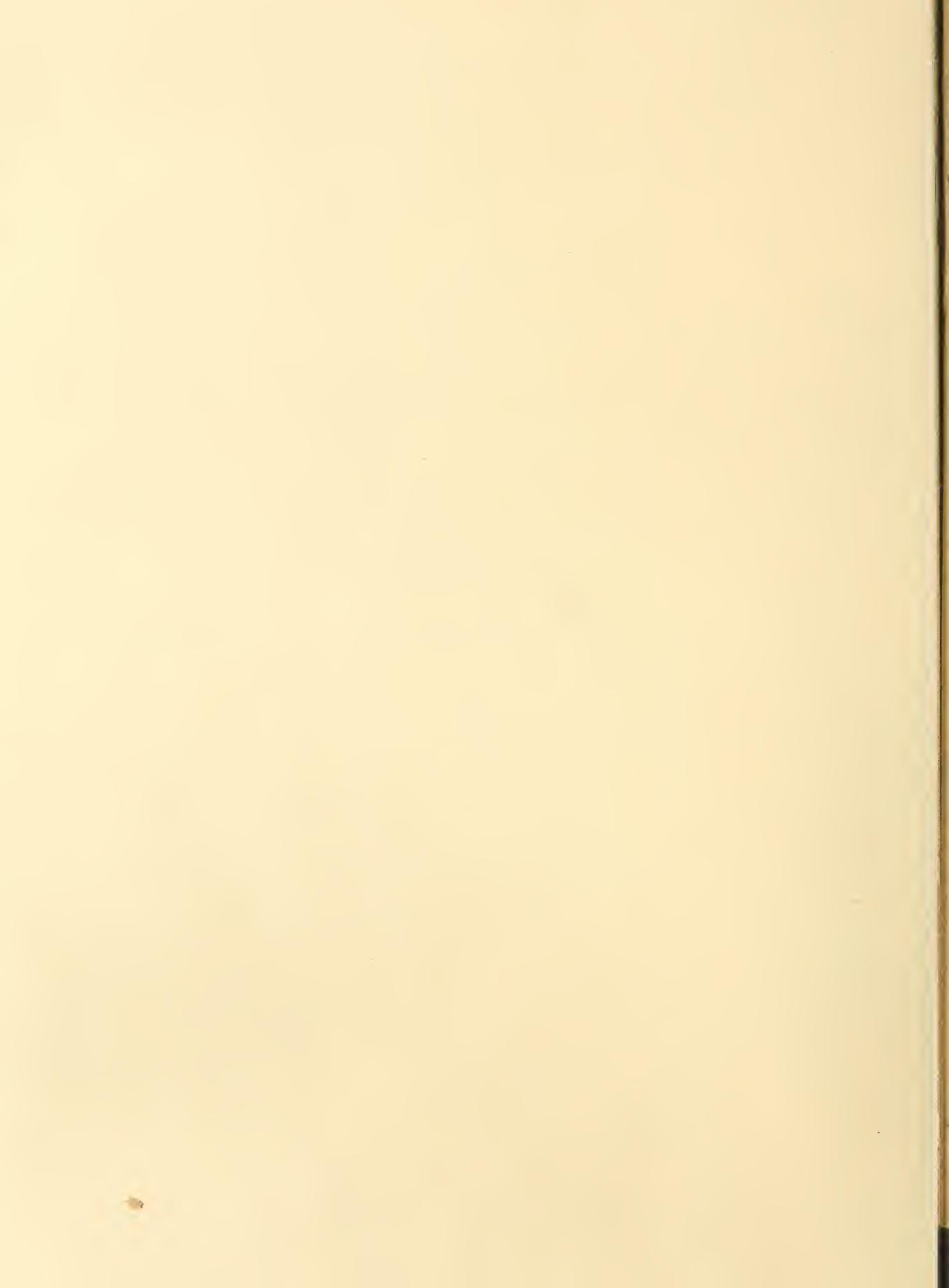


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FOOD INFORMATION CALENDAR

OFFICE OF INFORMATION

UNITED STATES DEPARTMENT OF AGRICULTURE

November 23, 1945

No. 138

ADVERTISING COUNCIL, INC. . . . War Advertising Council, Inc., struck "War" from its name as it voted recently to continue supporting special government programs. The Council has agreed to support forest fire fighting campaigns as it did during the war. It will also support a new Department program on woodlot management practices and several other USDA programs now under discussion. The Farm Division of the National Safety Council, meeting in Chicago recently, adopted a resolution asking the Department to request the support of the Advertising Council in the 1946 Farm Safety Program.

As requested by President Truman, War Mobilization and Reconversion Director Snyder has appointed a staff to work with the Council in co-ordinating government programs in which the Council will cooperate. The Advertising Council is made up of advertisers, advertising agencies, and advertising media such as radio and press. It was organized during the war to assist in War Bond, Victory Garden and similar campaigns.

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AGRICULTURAL LEGISLATIVE DEVELOPMENTS. . . . November 15, the Senate Civil Service Committee reported the Downey bill to increase federal salaries by 20 percent. November 19, the Senate passed the government re-organization bill; the House received the President's message recommending a federal health program. November 20, the Senate passed the appropriation revision bill which reduces various appropriations concerning the food programs and the emergency rubber project; the House received the conference report on the bill to discontinue land-grant freight rates (conference deleted provision for veterans' farm purchase program). November 21, the President approved a bill to permit Army and Navy officers to be paid for terminal military leave while being paid salaries in their civilian jobs.

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COUNTY AGENTS PROGRAM. . . . Sessions on regional problems, postwar plans, and information and publicity are scheduled for the meeting of the National Association of County Agricultural Agents, Dec. 6-8 at the Morrison Hotel, Chicago. E. R. McIntyre, USDA farm paper editor, Robt. H. Reed, Country Gentleman editor, and Milton Dunk of Watt Publishing Co., will lead the discussion on information and publicity. Speakers on various other subjects will include: H. C. Saunders, Louisiana Extension chief; Albert H. Goss, National Grange Master; Edw. A. O'Neal, Farm Bureau president; D. Z. McCormick, agricultural training leader for Veteran's Admin.; Noble Clark, associate director of Wisc. Experiment Station; M. L. Wilson, Director of Extension, and other USDA representatives.

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USDA CLUB TO HEAR W. A. MINOR. . . . On November 30, W. A. Minor, Assistant to the Secretary, will discuss changes taking place in the Department at a meeting of the Knoxville, Tenn., USDA Club.

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USDA PRESS RELEASES OF SPECIAL INTEREST. . . . USDA suspends storage limitation on restricted commodities--2121; World rice production may be smaller in 1945-46--2123; L. B. Howard to be assistant chief of BAIC--2124; Food consumption levels in U. S., Canada, and the United Kingdom--2131; American Food--One of the World's Most Powerful Forces-Secretary Anderson on NBC at Washington, Nov. 18--2134; Secretary Anderson says mechanized cotton production may force 3 million to seek off-farm jobs--2136; Mist blower developed for applying insecticides--2139; Dallas and Amarillo Regional FSA offices to be consolidated at Dallas--2142; Secretary Anderson's speech before Florida Farm Bureau Federation--2146; Public hearings on 1946 sugar beet wages and prices--2147; Secretary Anderson names Cotton Export Advisory Board--2154.

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OTHER RELEASES OF AGRICULTURAL SIGNIFICANCE. . . . Increased prices for some cattle feeds announced--OPA-6047; Ceiling prices for cut-up portions of turkey set for first time--OPA-6056; Maximum prices for mincemeat increased--OPA-6059; Regulation setting ceilings on the 1946 crop of rye to be issued November 30--OPA-6064; Fresh citrus fruits suspended from price control--OPA-6063.

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WISC. TO HAVE FM NETWORK. . . . In Director Wilson's letter of Nov. 16 to State Extension Directors, he calls attention to the fact that Station WHA at the University of Wisconsin is pioneering in one of the latest developments in radio in the interest of public education. Applications have been made with FCC for a 3-kilowatt FM station to be located on the University campus at Madison, and a 10-kilowatt unit to serve the Milwaukee and eastern lake shore area. Other "frequency modulation" stations are being planned in the State, all of which will operate noncommercially in the presentation of educational, public service programs.

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SECRETARY ANDERSON will discuss national problems facing milk producers at the annual meeting of the Inter-State Milk Cooperative at Philadelphia November 27. Using the dairy industry as an example, he will also discuss over-all adjustment problems of agriculture. On December 4, Mr. Anderson is scheduled to talk to the Chicago Rotary Club and on December 6, to the New York Rotary Club and to the National Association of Manufacturers meeting in the same city. The theme of his talks before both Rotary Clubs will be the role of USDA as a service institution. If copies of these talks are available, they will be listed for you under "USDA Press Releases. . . ."

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ANOTHER 4-H CLUB ACHIEVEMENT. . . . In recognition of the more than 200 million dollars worth of bonds and stamps sold or bought by 4-H Club members, the Treasury Department presented a certificate of award to 4-H Clubs. M. L. Wilson, Director of Extension, accepted the award on behalf of the 1,700,000 members.

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NEW EEAC ANNOUNCED. . . . Membership of the 1945-46 Extension Editor Advisory Committee has just been announced as follows: Chairman--Lisle Longsdorf, Kansas (Ae president); Secretary--Tom Gildersleeve, N. Dak. (Ae sec.-treas.); C. R. Elder, Iowa (Ae vice president); Marjorie Arbour, La., E. H. Rohrbeck, Pa., and Tom Johnston, Ind., all Ae membtrs; and G. O. Oleson, Mass., J. F. Cooper, Fla., and Louis True, Mont. As is the custom, officers among Agricultural College Editors make up most of the committee with a few other agricultural editors to round out regional representation. The committee plans to meet in Washington at a future date to discuss Extension information problems and recommend solutions for them.

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THE VEGETABLE OUTLOOK. . . . Civilians can be sure of ample supplies of most vegetables, both fresh and canned, according to the latest issue of the BAE Vegetable Situation. 1946 truck crops for fresh market are expected to be one-third larger than in 1945 and those for processing, above prewar levels.

Fresh vegetables--carrots, cabbage, cucumbers, tomatoes, and lettuce--are abundant, and green peas and celery are expected to meet consumer demand. Prices on vegetables are expected to fall slightly lower than wartime prices but to remain above prewar levels.

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ONE LESS RUMOR should be floating around by now with both USDA and OPA denying that ceilings will be removed on dry edible beans. Present maximum prices will be continued at least until June 30, 1946, both agencies have announced. The unfounded rumor about ceilings and the short supply of dry beans have caused speculation in some sections. New pricing provisions to make such speculative practices impossible are being considered by OPA. The 1945 dry bean crop is estimated at 14,191,000 bags, uncleaned. This is about 2 million bags less than the 1944 crop, and 6-3/4 million bags less than the record 1943 crop.

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DECEMBER 1 RADIO SHOWS. . . . CONSUMER TIME, the story of federal meat inspection will be dramatized--what the purple stamp on the meat you buy means. . . . YOUR HOME AND GARDEN, the Moore-DuMars team will be on hand with tips for landscaping your own lot. . . . Plans call now for broadcast to originate in Chicago on subjects pertaining to the 4-H Club Congress December 1 and 8 on the homemaker part of Your Home and Garden Show and NATIONAL FARM AND HOME HOUR.

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